INTELLIGENCE & MEDIA PLATFORM

# AT ANY EVENT, EVERYONE FINDS THEIR PHOTO WITH ONE SELFIE

Professional photographers capture you at stadiums, races, festivals and brand events. About 3 hours after it ends, just take a selfie: our AI recognizes your face and delivers only the photos you appear in.

Talk to us
See the USA cases

The emotion is yours, the record is ours.

WHO WE ARE

## SEVENTEEN YEARS OF INFRASTRUCTURE BEHIND EVERY CLICK

Sua Foto grew out of MOV Locadora, a company that has rented technology and audiovisual equipment to malls, soccer clubs and corporations since 2009.

| 2009 | 2018 | 2024 | 2026 |
|---|---|---|---|
| **ALUGAINFO** | **MOV LOCADORA** | **SUA FOTO** | **SUA FOTO + MONKING** |
| Corporate computing infrastructure rental for shopping mall networks. | B2B2C expansion and audiovisual equipment rental for soccer clubs and the corporate market. | Fan photos in the stadium stands, starting with soccer. | An intelligence & media platform for brands, soccer, races, shows and events. |

IN NUMBERS · EVERY MONTH

## IF UBER DID IT WITH CARS, WE ARE DOING IT WITH CAMERAS

Our platform is a marketplace: partner photographers join events through the platform and are paid on every photo an attendee buys.

| +6,500 | +5M | +50K | +550 | 4 |
|---|---|---|---|---|
| **Active photographers** | **Photos produced** | **Orders** | **Events** | **Countries** |
| Every month | Every month | Every month | Every month | Brazil · Argentina · United States · Angola |

Monthly figures · 2026

WHO IS ON THE FIELD

## THE PHOTOGRAPHERS IN PURPLE VESTS

Partner photographers join events through the platform. At the stadium, the race or the show, the purple vest marks who takes the official photo.

SUA FOTO PHOTOGRAPHERS AT STADIUMS, STANDS AND EVENTS

CLIENTS

## CLUBS AND BRANDS ALREADY ON THE PLATFORM

CLUBS

BRANDS

THE PLATFORM

## FROM THE EVENT TO YOUR PHONE, HOURS AFTER IT ALL ENDS

One engine runs every event. The same four steps serve a soccer match, a street race and a music festival.

| Step 1 · During the event | Step 2 · After the event | Step 3 · ~3 hours after | Step 4 |
|---|---|---|---|
| **CAPTURE** | **UPLOAD & INDEX** | **SELFIE SEARCH** | **DOWNLOAD** |
| Photographers cover the crowd from start to finish. | Photos are uploaded and AI reads every face. No tagging. | The attendee takes a live selfie and gets back only their photos. | High-resolution photos, straight to the phone. |

The platform connects the three sides of every event: the people in the photos, the photographers who take them, and the club, brand or organizer behind it.

FOR THE ATTENDEE

### Finds themselves with one selfie

- No app and no folders to browse, just the event link
- Only their own photos come back
- High-resolution download, one by one or all at once
- Digital, printed on site, or both

FOR THE CLUB, BRAND OR ORGANIZER

### Their event, under their brand

- White-label page per event, in the client's own colors
- Sponsor logo on the photo, in branded and clean versions
- Paid photos, free photos or photos released by survey
- Live dashboard and lead export after the event

FOR THE PHOTOGRAPHER

### Upload and get paid

- Joins the event through an invite link
- Uploads hundreds of photos at once after the event
- Faces are indexed automatically
- Sales tracked per event

Available in Portuguese Spanish English Delivered on Web Print & media kiosk

TECHNOLOGY

## BUILT FOR THE SCALE OF BIG EVENTS

When a stadium, a race or a festival wraps up, thousands of people open the platform at the same time. It was built for that moment.

| 10K+ | 1 selfie | ~3 hours | 6 |
|---|---|---|---|
| Photos processed per hour | To find every photo of a person | From the end of the event to the selfie search | Currencies at checkout<br>BRL · USD · EUR · ARS · COP · AOA |

AI FACIAL RECOGNITION

**Every face indexed on arrival**

Photos are read by AI as they are uploaded. The attendee takes a live selfie and the match returns only the photos where that person appears.

CLOUD INFRASTRUCTURE

**No hardware at the venue**

Parallel ingestion in the cloud scales with the crowd. On the ground, all it takes is photographers and a connection.

PAYMENTS

**Card, Pix and international checkout**

Single photos and packages sold in the attendee's own currency, paid on the phone in seconds.

PRIVACY BY DESIGN

**Built for Brazil's LGPD**

Explicit consent before any biometric search. Photos and faces are deleted automatically 90 days after the event, leads after 12 months. Dedicated DPO.

RESEARCH · ANALYTICS

## THE PHOTO IS THE INCENTIVE

The attendee unlocks their photos by answering a short survey from the sponsor. People who would never fill in a form answer on the spot, because what they get back is a photo of themselves.

| 01 | 02 | 03 |
|---|---|---|
| **SELFIE** | **1 TO 5 QUESTIONS** | **DOWNLOAD** |
| The attendee finds their photos | Written with the sponsor, in its branding | Photos released in high resolution |

**Qualified leads, with consent**
Name, WhatsApp and e-mail on every release, tied to the event and the answers.

**Answers ready to act on**
Each option is tagged for lead qualification, with a consistency check that filters careless answers.

**Dashboard and export**
Results by event in real time, exported as a spreadsheet for the sponsor's team.

APPLICATIONS

**Health insurer**
Stadium and beachfront surveys · Fortaleza

**Recife City Hall**
Public vote to name a downtown space

**Corporate events**
Company, industry and role · Forbes Brasil NYC

**Clubs**
The club's own fan survey on matchday

VERTICALS

## ONE PLATFORM, THREE VERTICALS

The same engine runs in the stands, at the show and on the street.

VERTICAL 01

### SPORT

Clubs, stadiums, tours and street races.

- Matchday in the stands, released by selfie
- Stadium tours and memorials under the club's brand
- Street races, futsal and arenas, in Brazil and abroad

WHAT THE CLUB GETS

**Revenue share**
On every photo sold, no capex

**Fan data**
Name, WhatsApp, e-mail and survey answers

**Sponsor surface**
The logo travels on every photo posted

VERTICAL 02

### MUSIC & CORPORATE EVENTS

Festivals, shows, brand activations, conferences and corporate parties.

- Roaming coverage across stages, queue and crowd
- Corporate nights and conventions, delivered in English, Spanish or Portuguese
- Photos ready about three hours after the show ends
- Printed on the spot at the media kiosk

WHAT THE ORGANIZER GETS

**Content right after**
Thousands of audience frames, hours after the show

**Attendee data**
Company, industry and role on every release

**Global checkout**
Six currencies for events abroad

Forbes Brasil The Party · Cipriani Wall Street · Branded House · Fit Dance White Party

VERTICAL 03 · NEW

### CITY

Landmarks, city centers and tourist routes.

- Photographers stationed at the spots visitors want to explore
- No stopping to pay on the street: visitors find their photos later with one selfie
- Pages co-branded with the city hall or tourism board

WHAT THE CITY GETS

**Tourism content**
Real visitors at real landmarks, every day

**Visitor insight**
Who comes, from where, answered by survey with consent

**Local jobs**
Work and income for the city's photographers

Sua Foto no Centro · Recife, with Recife City Hall · Times Square & Brooklyn Bridge · New York

CASES · UNITED STATES

## BIG STAGES, IN DOLLARS AND IN REAIS

From the World Cup in the United States to 55,000-fan classics in Brazil's biggest stadiums, fans find themselves by selfie and pay in their own currency.

FIFA WORLD CUP 2026 · USA

### TORCIDA CANARINHO IN THE USA

We followed Brazil's fans through the group stage in New York and Philadelphia: street celebrations, watch parties and matchdays.

| | |
|---|---|
| Jun 12 | Times Square |
| Jun 14 | Brooklyn Bridge |
| Jun 18 | Watch party |
| Jun 19 | Philadelphia · Brazil 3–0 Haiti |

BRAZIL · MAJOR STADIUMS

## CLASSICS, DERBIES AND A CLUB'S OWN MUSEUM

CONTINENTAL CLASSIC · MORUMBIS · SÃO PAULO

### SÃO PAULO × BOCA JUNIORS

55,000 fans · night game

One of the biggest classics in Latin America. With 55,000 fans at the MorumBis, São Paulo and Boca Juniors met again on a night of continental atmosphere. Photos were available a few hours after the final whistle, so everyone in the stands could find themselves quickly and easily.

| 55,000 | 350,000 | 120 |
|---|---|---|
| Fans in attendance | Photos captured | Photographers |

GRENAL · PORTO ALEGRE

### GRÊMIO × INTERNACIONAL

50,000 fans · a century-old rivalry

One of Brazil's most traditional derbies. With 50,000 fans in the stadium, Grêmio and Internacional wrote another chapter of a rivalry that has run for over a hundred years. A team of 100 photographers captured 300,000 photos across the match.

| 50,000 | 300,000 | 100 |
|---|---|---|
| Fans in attendance | Photos captured | Photographers |

CLÁSSICO-REI · MAY 17, 2026

### CEARÁ × FORTALEZA

Arena Castelão · Fortaleza

The city's derby, sponsored by a health insurer. Fans unlocked their photos by answering the sponsor's survey, turning the crowd into research.

STADIUM TOUR · ONGOING

### SANTOS FC · VISITE A VILA

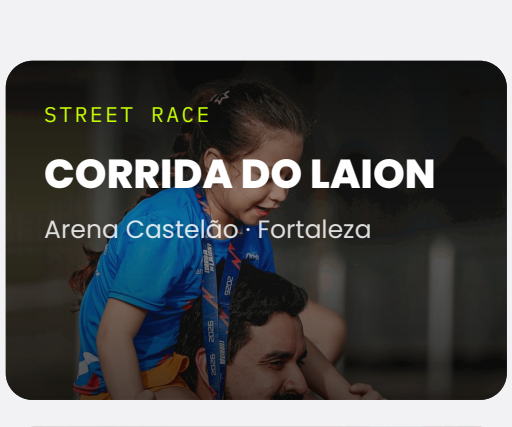
Memorial das Conquistas · Vila Belmiro · Santos

A permanent operation inside the club's museum: self-service print kiosk, a printing counter and online sales, all under the Santos brand.

EVENT PORTFOLIO

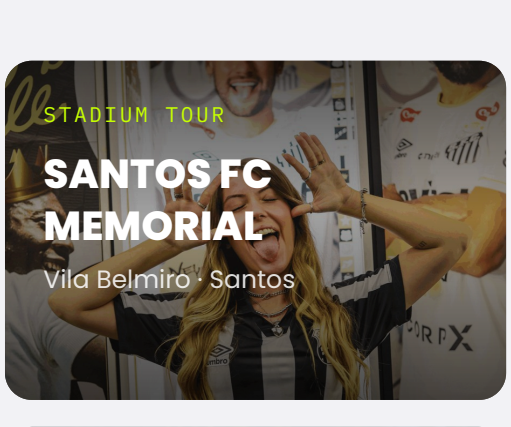
## DELIVERED ON THE PLATFORM

A selection of events already delivered, in Brazil and abroad.

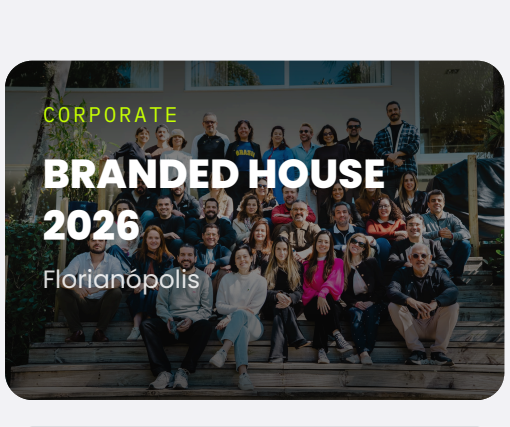


STREET RACE
**CORRIDA DO LAION**
Arena Castelão · Fortaleza

SOCCER
**SANTA CRUZ × BOTAFOGO-PB**
Arruda · Recife



STADIUM TOUR
**SANTOS FC MEMORIAL**
Vila Belmiro · Santos



CORPORATE
**BRANDED HOUSE 2026**
Florianópolis

CLASSIC
**SÃO PAULO × BOCA JUNIORS**
MorumBis · São Paulo

CONVENTION
**FIT DANCE WHITE PARTY**
Salvador Convention Center

FESTIVAL
**WATER LANTERN FESTIVAL**
Botanical Garden · São Paulo

FAN COVERAGE
**WORLD CUP 2026**
New York · Philadelphia

BEYOND BRAZIL Forbes Brasil The Party · New York Cipriani Wall Street · New York The Beautiful Game by R10 & RC3 · Miami Futsal Friendship Tournament · Luanda

OUR SERVICES

## WHAT WE RUN FOR YOU

**Digital photo sales**
Our photo platform for soccer matches, street races, shows and events.

**Analytics**
Enriched research and data intelligence for commercial activation during events.

**Print & media kiosk**
A physical experience delivered in real time at events, matches, tours and shows.

**Public-private management**
We handle the whole process for photographers: selection, training and placement into the job market.

SUPERCAMERA BY AMPLIFI · HOMOLOGATED SUPPLIER IN LATAM

**The crowd controls the stadium camera from their phones**

And generate viral content in real time.

Watch the video

YOU ON THE BIG SCREEN

**The crowd scans a QR code and shows up on the stadium screen, filmed by their own phone**

The organizer customizes the message.

Watch the video

HOW WE DELIVER

## THE PILLARS OF EVERY DELIVERY

01
**WE TAKE CARE OF STRATEGY**
Sua Foto Intelligence & Media

02
**WE TAKE CARE OF TECHNOLOGY**
White-label platform · Robust infrastructure

03
**WE TAKE CARE OF PEOPLE**
Management and training

LET'S TALK

## BRING US TO YOUR NEXT EVENT

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